

## ORDER



<b>Orders</b>	<b>Order / Rev:</b>	<b>724341</b>
	Alt Order #:	06392157
	Product Desc:	INDEPENDENCE VIRGINI
	Estimate:	
	Flight Dates:	10/24/12 - 10/29/12
	Original Date / Rev:	10/23/12 / 10/24/12
	Order Type:	Political

**WUSA**

Primary AE:	Alex Lavin
Sales Office:	T-LA
Sales Region:	NAT

<b>Agency</b>	<b>Name:</b>	<b>Target Enterprises/ POL</b>
	Buying Contact:	
	Billing Contact:	
		15260 Ventura Blvd, Suite 1240
		Sherman Oaks, CA 91403

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Independence Virginia PAC
	Demographic:	A35+
	Product Codes:	IS-Candidate/US Senate
	Priority:	P-5
	Revenue Codes:	AGY, GEN, POL

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	55	\$301,000.00	\$255,850.00
10/29/12	10/29/12	13	\$24,100.00	\$20,485.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	55	\$301,000.00	\$255,850.00	132.30
November 2012	13	\$24,100.00	\$20,485.00	20.30
<b>Totals</b>	<b>68</b>	<b>\$325,100.00</b>	<b>\$276,335.00</b>	<b>152.60</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Alex Lavin			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WUSA	10/24/12	10/26/12	5-6a 9 News @ 5a 9News @ 5a	CM	5-6a	-- WTF--	:30	3	\$600.00	P-2	1.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/22/12	10/28/12	-- WTF--		3		\$600.00		1.00					
E 2	WUSA	10/24/12	10/26/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	-- WTF--	:30	3	\$800.00	P-1	1.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/22/12	10/28/12	-- WTF--		3		\$800.00		1.00					
E 3	WUSA	10/24/12	10/26/12	Price Is Right The Price is Right	CM	11a-12p	-- WTF--	:30	3	\$2,500.00	P-1	1.80	NM	3	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/22/12	10/28/12	-- WTF--		3		\$2,500.00		1.80					
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	NUSA	10/22/12-10/28/12	Price Is Right See MG 3.4,3.5 [sold to candidates/ P-1]		11a-12p	-- WThF----	:30		<del>(\$2,500.00)</del>		1.80	NM		
	2	NUSA	10/22/12-10/28/12	Price Is Right See MG 3.4,3.5 [Oversold to candidates and P-1 w/higher rates]		11a-12p	-- WThF----	:30		<del>(\$2,500.00)</del>		1.80	NM		
	4	NUSA	10/28/12-10/28/12	NFL Today Ⓜ MG for 3.1,3.2		NFL Today	-----Su	:30		\$2,500.00		1.80	NM		
	5	NUSA	10/28/12-10/28/12	NFL Today Ⓜ MG for 3.1,3.2		NFL Today	-----Su	:30		\$2,500.00		1.80	NM		

Order / Rev: 724341  
 Alt Order #: 06392157  
 Flight Dates: 10/24/12 - 10/29/12

Advertiser: Independence Virginia PAC  
 Product Desc: INDEPENDENCE VIRGINI  
 Estimate: WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 4	WUSA	10/24/12	10/26/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	--WTF--	:30	3	\$2,000.00	P-1	2.10	NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--		3				\$2,000.00		2.10			
E 5	WUSA	10/24/12	10/26/12	DT Soaps	CM	9a-3p (12:30 PM-3:00 PM)	--WTF--	:30	3	\$2,500.00	P-1	1.70	NM	3	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--		3				\$2,500.00		1.70			
E 6	WUSA	10/24/12	10/26/12	4-5p Dr. Phil	CM	4-5p	--WTF--	:30	3	\$1,200.00	P-1	1.40	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--		3				\$1,200.00		1.40			
E 7	WUSA	10/24/12	10/26/12	9 News @ 5p 9 News @ 5p	CM	5-6p	--WTF--	:30	3	\$1,000.00	P-2	1.40	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--		3				\$1,000.00		1.40			
E 8	WUSA	10/24/12	10/26/12	9 News @ 6p 9 News @ 6p	CM	6-630p	--WTF--	:30	3	\$2,000.00	P-1	1.50	NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--		3				\$2,000.00		1.50			
E 9	WUSA	10/24/12	10/26/12	9 News Tonight 7p 9 News Tonight 7p	CM	7-730p	--WTF--	:30	3	\$2,000.00	P-1	1.40	NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--		3				\$2,000.00		1.40			
E 10	WUSA	10/24/12	10/26/12	Entertainment Tonight Entertainment Tonight	CM	730-8P	--WTF--	:30	3	\$3,000.00	P-1	2.10	NM	3	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--		3				\$3,000.00		2.10			
E 11	WUSA	10/24/12	10/24/12	Wed Prime B Criminal Minds	CM	9-10P	--W----	:30	1	\$18,000.00	P-1	4.40	NM	1	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--W----		1				\$18,000.00		4.40			
E 12	WUSA	10/24/12	10/24/12	Wed Prime C CSI: Crime Scene Investigation	CM	10-11P	--W----	:30	1	\$10,000.00	P-2	3.90	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--W----		1				\$10,000.00		3.90			
E 13	WUSA	10/25/12	10/25/12	Thu Prime A Big Bang Theory/Two and a Hal	CM	8-9P	---T---	:30	1	\$20,000.00	P-1	4.30	NM	1	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---T---		1				\$20,000.00		4.30			
E 14	WUSA	10/25/12	10/25/12	Thu Prime B Person of Interest	CM	9-10P	---T---	:30	1	\$18,000.00	P-1	5.50	NM	1	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---T---		1				\$18,000.00		5.50			
E 15	WUSA	10/25/12	10/25/12	Thu Prime C Elementary	CM	10-11P	---T---	:30	1	\$16,000.00	P-1	4.60	NM	1	\$16,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---T---		1				\$16,000.00		4.60			
E 16	WUSA	10/26/12	10/26/12	Fri Prime B CSI: NY	CM	9-10P	----F--	:30	1	\$10,000.00	P-1	4.10	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----F--		1				\$10,000.00		4.10			
E 17	WUSA	10/26/12	10/26/12	Fri Prime C Blue Bloods	CM	10-11P	----F--	:30	1	\$18,000.00	P-1	5.50	NM	1	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----F--		1				\$18,000.00		5.50			
E 18	WUSA	10/27/12	10/27/12	Sat Prime C 48 Hours Mystery	CM	10-11P	-----S-	:30	1	\$8,000.00	P-1	4.50	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

Order / Rev: 724341  
 Alt Order #: 06392157  
 Flight Dates: 10/24/12 - 10/29/12

Advertiser: Independence Virginia PAC  
 Product Desc: INDEPENDENCE VIRGINI  
 Estimate: WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 18	WUSA	10/27/12	10/27/12	Sat Prime C 48 Hours Mystery	CM	10-11P	-----S-	:30	1	\$8,000.00	P-1	4.50	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S-	1		\$8,000.00		4.50						
E 19	WUSA	10/28/12	10/28/12	Sun Prime B Amazing Race	CM	8-9P	-----S	:30	1	\$18,000.00	P-2	5.80	NM	1	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S	1		\$18,000.00		5.80						
E 20	WUSA	10/28/12	10/28/12	Sun Prime C The Good Wife	CM	9-10P	-----S	:30	1	\$25,000.00	P-1	5.60	NM	1	\$25,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S	1		\$25,000.00		5.60						
E 21	WUSA	10/28/12	10/28/12	Sun Prime D The Mentalist	CM	10-11P	-----S	:30	1	\$14,000.00	P-1	5.00	NM	1	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S	1		\$14,000.00		5.00						
E 22	WUSA	10/24/12	10/28/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	--WTFSS	:30	5	\$3,500.00	P-2	2.20	NM	5	\$17,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--WTFSS	5		\$3,500.00		2.20						
E 23	WUSA	10/24/12	10/26/12	Letterman Late Night with David Letterman(11:35 PM-12:35 XM)	CM	1135P-1237A	--WTF--	:30	3	\$1,500.00	P-1	0.90	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--WTF--	3		\$1,500.00		0.90						
E 24	WUSA	10/28/12	10/28/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----S	:30	2	\$3,500.00	P-1	2.40	NM	2	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S	2		\$3,500.00		2.40						
E 25	WUSA	10/28/12	10/28/12	NFL Football Game #2 NFL Football Game #2	CM	NFL Football Gam- (4:00 PM-7:00 PM)	-----S	:30	1	\$40,000.00	P-1	9.00	NM	1	\$40,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S	1		\$40,000.00		9.00						
E 26	WUSA	10/29/12	10/29/12	5-6a 9 News @ 5a 9News @ 5a	CM	5-6a	M-----	:30	1	\$600.00	P-2	1.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$600.00		1.00						
E 27	WUSA	10/29/12	10/29/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	M-----	:30	1	\$800.00	P-1	1.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$800.00		1.00						
E 28	WUSA	10/29/12	10/29/12	Price Is Right The Price is Right	CM	11a-12p	M-----	:30	1	\$2,500.00	P-1	1.80	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$2,500.00		1.80						
E 29	WUSA	10/29/12	10/29/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	M-----	:30	1	\$2,000.00	P-1	2.10	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$2,000.00		2.10						
E 30	WUSA	10/29/12	10/29/12	DT Soaps	CM	9a-3p (12:30 PM-3:00 PM)	M-----	:30	1	\$2,500.00	P-1	1.70	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$2,500.00		1.70						
E 31	WUSA	10/29/12	10/29/12	4-5p Dr. Phil	CM	4-5p	M-----	:30	1	\$1,200.00	P-1	1.40	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$1,200.00		1.40						
E 32	WUSA	10/29/12	10/29/12	9 News @ 5p 9 News @ 5p	CM	5-6p	M-----	:30	1	\$1,000.00	P-2	1.40	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						

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E 32	WUSA	10/29/12	10/29/12	9 News @ 5p 9 News @ 5p	CM	5-6p	M-----	:30	1	\$1,000.00	P-2	1.40 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	M-----		1				\$1,000.00		1.40		
E 33	WUSA	10/29/12	10/29/12	9 News @ 6p 9 News @ 6p	CM	6-630p	M-----	:30	1	\$2,000.00	P-1	1.50 NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	M-----		1				\$2,000.00		1.50		
E 34	WUSA	10/29/12	10/29/12	9 News Tonight 7p 9 News Tonight 7p	CM	7-730p	M-----	:30	1	\$2,000.00	P-1	1.40 NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	M-----		1				\$2,000.00		1.40		
E 35	WUSA	10/29/12	10/29/12	Entertainment Tonight Entertainment Tonight	CM	730-8P	M-----	:30	1	\$3,000.00	P-1	2.10 NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	M-----		1				\$3,000.00		2.10		
E 36	WUSA	10/29/12	10/29/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	M-----	:30	1	\$3,500.00	P-2	2.20 NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	M-----		1				\$3,500.00		2.20		
E 37	WUSA	10/29/12	10/29/12	Letterman Late Night with David Letterman	CM	1135P-1237A	M-----	:30	1	\$1,500.00	P-1	0.90 NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	M-----		1				\$1,500.00		0.90		
N 38	WUSA	10/25/12	10/25/12	4-5p Dr. Phil	CM	4-5p	---T---	:30	1	\$1,200.00	P-1	1.80 NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/22/12	10/28/12	---T---		1				\$1,200.00		1.80		
N 39	WUSA	10/25/12	10/26/12	Letterman Late Night with David Letterman	CM	1135P-1237A	---TF--	:30	2	\$1,500.00	P-1	1.80 NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/22/12	10/28/12	---TF--		2				\$1,500.00		1.80		
N 40	WUSA	10/29/12	10/29/12	Letterman Late Night with David Letterman	CM	1135P-1237A	M-----	:30	1	\$1,500.00	P-1	1.80 NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	M-----		1				\$1,500.00		1.80		
Totals													68	\$325,100.00